

## AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph beginning at page 12, line 1, to read as follows:

In accordance with the present invention, rotation frequency can be defined in terms of the quotient between an impression goal and the number of advertisement media display opportunities encountered during an advertisement delivery campaign. The number of media display opportunities will be referred to as page views. Specifically, the number of media display opportunities encountered during an advertisement campaign can be further defined as the sum of the number of actual media display opportunities encountered and the number of media display opportunities ~~predicated~~ predicted for the remaining portion of the advertisement campaign. Equation (1) illustrates the calculation of a rotation frequency as follows: